

WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1365666

Schedule Dates 09/07/12-09/16/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR GOV (195181)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name DOME, PATRICIA
Phone/Fax /
CPE MCCR/ORDR/307916
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOV
MCCRORY FOR NC GOVERNOR
JONATHAN VITTI

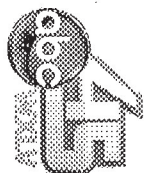
Date Entered 08/30/12
Last Modified 09/12/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09080454
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$396.00
Net Total \$2,244.00
Sales Tax

Greensboro (WXLV)
By Broadcast Month Spots Rate
Sep. 2012 27 \$2,640.00
Grand Total: 27 \$2,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (3)	09/12/12-09/14/12	3	:30	12P-1P (EST)	2		X	X	X				2	\$20.00	\$40.00	Greensboro (WXLV)	MILLIONAIRE	8/30/12
2.0	Normal Line / SPOT (5)	09/12/12-09/14/12	3	:30	7:28-30P- Family Feud B	2		X	X	X				2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/30/12
3.0	Normal Line / SPOT (6)	09/10/12-09/10/12	3	:30	12P-1P (EST)	1	X							1	\$20.00	\$20.00	Greensboro (WXLV)	MILLIONAIRE	8/30/12
4.0	Normal Line / SPOT (7)	09/12/12-09/14/12	3	:30	12P-1P (EST)	2		X	X	X				2	\$20.00	\$40.00	Greensboro (WXLV)	MILLIONAIRE	8/30/12
5.0	Normal Line / SPOT (12)	09/12/12-09/14/12	3	:30	11:35P-ABC-Nightline	2		X	X	X				2	\$15.00	\$30.00	Greensboro (WXLV)	NIGHTLINE	8/30/12
6.0	Normal Line / News (10)	09/16/12-09/16/12	3	:30	6:28-45P-ABC-World News Sunday	1							X	1	\$60.00	\$60.00	Greensboro (WXLV)	ABC WORLD NEWS	8/30/12
7.0	Normal Line / SPOT (2)	09/07/12-09/10/12	3	:30	12P-1P (EST)	1					X			2	\$20.00	\$40.00	Greensboro (WXLV)	MILLIONAIRE	8/30/12
8.0	Normal Line / SPOT (11)	09/07/12-09/07/12	3	:30	11:35P-ABC-Nightline	1					X			1	\$15.00	\$15.00	Greensboro (WXLV)	NIGHTLINE	8/30/12
9.0	Normal Line / SPOT (14)	09/12/12-09/14/12	3	:30	7P- Family Feud	2		X	X	X				2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/30/12
10.0	Normal Line / SPOT (15)	09/07/12-09/10/12	3	:30	7:28-30P- Family Feud B	1					X			2	\$70.00	\$140.00	Greensboro (WXLV)	FAMILY FEUD	8/30/12
11.0	Normal Line / Prime (17)	09/10/12-09/10/12	3	:30	10:01P-ABC-Castle (Monday)	1	X							1	\$640.00	\$640.00	Greensboro (WXLV)	CASTLE	8/30/12
12.0	Normal Line / SPOT (8)	09/16/12-09/16/12	3	:30	10:58-40A-ABC-This Week	1							X	1	\$25.00	\$25.00	Greensboro (WXLV)	THIS WEEK	8/30/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Smart Media Group-Alexandria
814 King St
Ste 400
Alexandria, VA 22314

Contract # 1365668

Schedule Dates 09/07/12-09/16/12
Advertiser McCrory for Governor (30707)
Agency Smart Media Group-Alexandria (6613)
Product POLITICAL CANDIDATE (ns) (1186)
Brand MCCRORY FOR GOV (195181)
Salesperson Millennium/DC, Washington DC (1108)
Sales Office Millennium Washington DC
Buyer Name DOME, PATRICIA
Phone/Fax /
CPE MCCR/ORDR/907916
Account Types National/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments MCCRORY FOR GOV
MCCRORY FOR NC GOVERNOR
JONATHAN VITTI

Date Entered 08/30/12
Last Modified 09/12/12
Entered By Lisa Carter
CO-OP No
Headline # ECR09808454
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$396.00
Net Total \$2,244.00
Sales Tax

Greensboro (WXLV)		
By Broadcast Month	Spots	Rate
Sep. 2012	27	\$2,640.00
Grand Total:	27	\$2,640.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / News (19)	09/12/12-09/14/12	2	:30	5:58-30P- News-News 14 Carolina on ABC 45 at 6pm				1	1	1			3	\$90.00	\$270.00	Greensboro (WXLV)	NEWS	8/30/12
14.0	Normal Line / Football	09/15/12-09/15/12	3	:30	3:30P- 7P (EST)							1		1	\$450.00	\$450.00	Greensboro (WXLV)	COLLEGE FOOTBALL	9/12/12
15.0	Normal Line / Football	09/15/12-09/15/12	3	:30	7:58P- 11:30P (EST)							1		1	\$500.00	\$500.00	Greensboro (WXLV)	COLLEGE FOOTBALL	9/12/12
16.0	Normal Line / SPOT	09/15/12-09/15/12	3	:30	11:31P- CSI Miami							2		2	\$25.00	\$50.00	Greensboro (WXLV)	CSI MIAMI	9/12/12
17.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	7:58-40A- ABC-Good Morning America Sunday								1	1	\$40.00	\$40.00	Greensboro (WXLV)	GMA	9/12/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Smart Media Group 9/12/12

104

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

MOCRERY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	SU	09/09-09/16	11P-1130P	HOLLYSCOOP	.30	\$10.00	0	0	0	\$0.00
MADE-GOOD BY LINE 5) 23]										
V7 Effective Dates Changed										

*23	SU	09/16-09/16	8A-9A	GMA WEEKEND	.30	\$40.00	1	1	1	\$40.00
		Sales Remark-	V7 MKGD							
		MKGD FOR SPOTS MISSED ON LN #1. 9/09 (1/WK) 9/16 (1/WK), MKGD FOR SPOTS MISSED ON LN #4. 9/07 (2/WK), MKGD FOR SPOTS MISSED ON LN #9. 9/15 (1/WK), MKGD FOR SPOTS MISSED ON LN #13. 9/07 (2/WK), MKGD FOR SPOTS MISSED ON LN #16. 9/15 (1/WK), MKGD FOR SPOTS MISSED ON LN #18. 9/12 (1/WK)]								
		V7 Added								

*9	SA	09/15-09/15	630P-7P	ABC WORLD NEWS	.30	\$40.00	0	0	\$0.00
		[MADE-GOOD BY LINE 5] 23]							
		V7 Effective Dates Changed							

*13	F,M	09/07-09/10	7P-730P	FAMILY FEUD	.30	\$70.00	0	0	\$0.00
		MADE-GOOD BY LINE (S) 23]							
		V7 Effective Dates Changed							

7/2

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 907916
 Buyer PATRICIA DOME
 Phone#
 Fax#
 Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCR/ORDR/907916
 Flight Dates 09/05/2012 - 09/16/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*16	SA	09/15-09/15	6P-630P MADE-GOOD BY LINE 5) 231	HOLLYSCOOP	.30	\$25.00	0	0	0	\$0.00
		V7 Effective Dates Changed								
*18	W	09/12-09/12	10P-11P MADE-GOOD BY LINE 5) 231	FINAL WITNESS	.30	\$675.00	0	0	0	\$0.00
		V7 Effective Dates Changed								
*20	SA	09/15-09/15	330P-7P Sales Remark. V7 Added	NCAA FOOTBALL (UNC VS LOUISVILLE)	.30	\$450.00	1	1	1	\$450.00
*21	SA	09/15-09/15	8P-1130P Sales Remark. V7 Added	NCAA FOOTBALL (ND VS. MICH ST)	.30	\$500.00	1	1	1	\$500.00
*22	SA	09/15-09/15	1130P-1230A Sales Remark. V7 Added	CST MIAMI	.30	\$25.00	2	1	2	\$50.00

--REPORT TOTALS--
 Report Totals .5 / \$1,040.00

--SALES MONTHLY TOTALS--
 Sep 12. 27 / \$2,640.00
 Sales Totals. 27 / \$2,640.00
 Station Totals. 27 / \$2,640.00
 Lines not sent/rcld/rtrn. 0 / \$0.00
 --COMPETITIVE--
 Market Totals \$37,714 CABL 0% UNKN 0% WBFX 0% WCMG 0% WFTY 28%

Rep Order# 9808454 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 1365668

Printed: 09/13/2012 8:24 AM
Last Received: 09/12/2012 5:33 PM
Showing Buylines: All Rep Revised Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCROY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

WGHP 26% WMTV 0% WUPN 0% WXII 39% WXLV 7%

Books null
Demos RA35+

Subject: McCrory/980845/WXLV (1365668) Fligth Dates - 9/5-9/16

From: Lisa Carter <lcarter@sbgnet.com>

Date: Wed, 12 Sep 2012 11:11:28 -0400

To: Jonathan Vitti <jonathan.vitti@msmtvsales.com>

Jonathan,

Here's what is n/a and what we can offer as mg's for this contract:

n/a

lines 1, 4, 9, 13, 16 & 18

offer mg's

sat 9/15 330-7p 1x \$450 (college football)

sat 9/15 8-1130p 1x \$500 (college football)

sat 9/15 1130p-1230m 1x \$50 (csi miami)

sun 9/16 8-9a 1x \$40 (gma weekend)



Need revision
JAV

Pls advise asap. These logs will close cob today.

Thanks,

Lisa

See v. 2

Rep Order# 9808454 Ver# 5 Status Revised Traffic Order# 1365668
EC'd Yes

Printed: 09/11/2012 4:06 PM
Last Received: 09/11/2012 3:37 PM
Showing Buylines: All Lines

1 of 3

CLD
9/11

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRORY/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 12 FOR PROGRAM REVISED BACK TO NIGHTLINE
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	SU	09/09-09/16	11P-1130P	HOLLYSCOOP	.30	\$10.00	1	2	2	\$20.00
Station Remark: V2 correct programming is 'what america thinks' & will will need a rate of \$30 to clear.										
V2 Comment Changed										
2	F,M	09/07-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
3	W-F	09/12-09/14	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
*4	F,M	09/07-09/10	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
Station Remark: V2 this line is n/a & we will need a rate of \$140 to clear										
V2 Comment Changed										
5	W-F	09/12-09/14	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
6	F,M	09/07-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	1	1	1	\$20.00
7	W-F	09/12-09/14	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
8	SU	09/16-09/16	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00

Rep Order# 9808454 Ver# 5 Status Revised Traffic Order# 1365668
 EC'd Yes

Printed: 09/11/2012 4:06 PM
 Last Received: 09/11/2012 3:37 PM
 Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 907916
 Buyer PATRICIA DOME
 Phone#
 Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCRODR/907916
 Flight Dates 09/05/2012 - 09/16/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*9	SA	09/15-09/15	630P-7P	ABC WORLD NEWS	.30	\$40.00	1	1	1	\$40.00
		Station Remark. V2 this line is n/a due to college football V2 Comment Changed								
10	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
11	F,M	09/07-09/10	1135P-1206A	NIGHTLINE	.30	\$15.00	1	1	1	\$15.00
*12	W-F	09/12-09/14	1135P-1206A	NIGHTLINE ✓	.30	\$15.00	2	1	2	\$30.00
		Sales Remark. V5 REVISED PROGRAM BACK TO NIGHTLINE V3 Program Name Change, Comment Changed V5 Program Name Change, Comment Changed								
*13	F,M	09/07-09/10	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
		Station Remark. V2 this line is n/a & we will need a rate of \$140 to clear V2 Comment Changed								
14	W-F	09/12-09/14	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	F,M	09/07-09/10	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
*16	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
		Station Remark. V2 this line is n/a due to college football V2 Comment Changed								
17	M	09/10-09/10	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
*18	W	09/12-09/12	10P-11P	FINAL WITNESS	.30	\$675.00	1	1	1	\$675.00
		Station Remark. V2 correct programming is 'revenge' & your rate will clear V2 Comment Changed								
19	W-F	09/12-09/14	6P-630P	NEWS	.30	\$90.00	3	1	3	\$270.00

Rep Order# 9808454 Ver# 5 Status Revised Traffic Order# 1365668

Printed: 09/11/2012 4:06 PM
Last Received: 09/11/2012 3:37 PM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRO/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
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---REPORT TOTALS---

Report Totals. 31 / \$2,640.00

---SALES MONTHLY TOTALS---

Sep 12. 31 / \$2,640.00

Sales Totals. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,714

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WEMT	28%
WGHP	26%	WMYV	0%	WUPN	0%	WXII	39%	WXLV	7%

Books null
Demos RA35+

Rep Order# 9808454 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 1365668

Printed: 09/11/2012 2:43 PM
Last Received: 09/07/2012 5:38 PM
Showing Buylines: Last Sta Revised Lines

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCORRY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCORRY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see line # 12 for programming correction.
pls revise ppw to reflect this.
spots are sked to run in 'nightline'
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*12	W-F	09/12-09/14	1135P-1206A	REVENGE	.30	\$15.00	2	1	2	\$30.00
Station Remark. V4 correct programming is 'nightline'. pls chg back.										
V3 Program Name Change, Comment Changed										

---REPORT TOTALS---

Report Totals. 2 / \$30.00

---SALES MONTHLY TOTALS---

Sep 12. 31 / \$2,640.00
Sales Totals. 31 / \$2,640.00
Station Totals. 31 / \$2,640.00
Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,714
CABL 0% UNKN 0% WBFX 0% WCMG 0% WPMY 28%
WGHP 26% WMTV 0% WUPN 0% WXTL 39% WXLV 7%

Rep Order# 9808454 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 1365668

Printed: 09/11/2012 2:43 PM
Last Received: 09/07/2012 5:38 PM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCORRY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+

Rep Order# 9808454 Ver# 3 Status Revised Traffic Order# 1365668
EC'd Yes

Printed: 09/10/2012 9:19 AM
Last Received: 09/07/2012 5:38 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCORRY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCORRY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 12 FOR REVISED PROGRAM
WORKING ON OTHER SPOTS MISSED
THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*12	W-F	09/12-09/14	1135P-1206A	REVENGE	.30	\$15.00	2	1	2	\$30.00
Sales Remark. V3 REVISED PROGRAM										
V3 Program Name Change, Comment Changed										

Nil
line

---REPORT TOTALS---

Report Totals. 2 / \$30.00

---SALES MONTHLY TOTALS---

Sep 12. 31 / \$2,640.00
Sales Totals. 31 / \$2,640.00
Station Totals. 31 / \$2,640.00
Lines not sent/rcld/rtn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,714
CABL 0% UNKN 0% WAFX 0% WCMG 0% WPMY 28%
WGHP 26% WMYV 0% WUPN 0% WXTI 39% WXLV 7%

Rep Order# 9808454 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 1365668

Printed: 09/10/2012 9:19 AM
Last Received: 09/07/2012 5:38 PM
Showing Buylines: All Rep Revised Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

Books null
Demos RA35+

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 907916
 Buyer PATRICIA DOME
 Phone#
 Fax#

Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCRO/ORDR/907916
 Flight Dates 09/05/2012 - 09/16/2012
 Hiatus Weeks

Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

--- CONTRACT COMMENT ---

MCCRORY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

pls see lines 1,4,9,13,16 & 18
 thanks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*1	SU	09/09-09/16	11P-1130P	HOLLYSCOOP	.30	\$10.00	30	1	2	\$20.00
				V2 correct programming is 'what america thinks' & will need a rate of \$30 to clear.						
*4	F,M	09/07-09/10	730P-8P	FAMILY FEUD	.30	\$70.00	140	2	1	\$140.00
				V2 this line is n/a & we will need a rate of \$140 to clear						
*9	SA	09/15-09/15	630P-7P	ABC WORLD NEWS	.30	\$40.00	1	1	1	\$40.00
				V2 this line is n/a due to college football						
*13	F,M	09/07-09/10	7P-730P	FAMILY FEUD	.30	\$70.00	140	2	1	\$140.00
				V2 this line is n/a & we will need a rate of \$140 to clear						
*16	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
				V2 this line is n/a due to college football						
*18	W	09/12-09/12	10P-11P	FINAL WITNESS	.30	\$675.00	1	1	1	\$675.00
				V2 correct programming is 'revenge' & your rate will clear						

1040

Rep Order# 9808454 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 1365668

Printed: 08/31/2012 11:14 AM
Last Received: 08/30/2012 10:13 AM
Showing Buylines: Last Sta Revised Lines

2 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCRO/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

---REPORT TOTALS---

Report Totals. 9 / \$1,040.00

---SALES MONTHLY TOTALS---

Sep 12. 31 / \$2,640.00

Sales Totals. 31 / \$2,640.00

Station Totals. 31 / \$2,640.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$37,714

CABL 0%	UNKN 0%	WBFX 0%	WCWG 0%	WPMY 28%
WGHP 26%	WMYV 0%	WUPN 0%	WXII 39%	WXLV 7%

Books null
Demos RA35+

Rep Order# 9808454 Ver# 1 Status New Traffic Order# 1365668 Printed: 08/30/2012 10:10 AM 1 of 3
EC'd Yes Last Received: 08/30/2012 9:59 AM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCORRY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#
Agency () SMART-MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
Hiatus Weeks
Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCORRY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
1	SU	09/09-09/16	11P-1130P	HOLLYSCOOP	.30	\$10.00	30	1	2	\$20.00
2	F,M	09/07-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
3	W-F	09/12-09/14	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
4	F,M	09/07-09/10	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
5	W-F	09/12-09/14	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
6	F,M	09/07-09/10	12P-1P	MILLIONAIRE	.30	\$20.00	1	1	1	\$20.00
7	W-F	09/12-09/14	12P-1P	MILLIONAIRE	.30	\$20.00	2	1	2	\$40.00
8	SU	09/16-09/16	11A-12P	THIS WEEK	.30	\$25.00	1	1	1	\$25.00
9	SA	09/15-09/15	630P-7P	ABC WORLD NEWS	.30	\$40.00	1	1	1	\$40.00
10	SU	09/16-09/16	630P-7P	ABC WORLD NEWS	.30	\$60.00	1	1	1	\$60.00
11	F,M	09/07-09/10	1135P-1206A	NIGHTLINE	.30	\$15.00	1	1	1	\$15.00
12	W-F	09/12-09/14	1135P-1206A	NIGHTLINE	.30	\$15.00	2	1	2	\$30.00

Station WXLV-TV GREENSBORO/W.SALEM
 Advertiser () POLITICAL
 Product MCCRORY FOR GOV
 Estimate# 907916
 Buyer PATRICIA DOME
 Phone#
 Fax#
 Agency () SMART MEDIA GROUP
 814 KING ST, SUITE 400
 ALEXANDRIA, VA 22314
 Agency C/P1/P2/E MCCRODR/907916
 Flight Dates 09/05/2012 - 09/16/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () WASHINGTON
 Salesperson () JONATHAN VITTI
 Salesperson Phone# 202-955-5342
 Salesperson FAX#

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
13	F,M	09/07-09/10	7P-730P	FAMILY FEUD	.30	\$70.00	2	140 (20)	2	\$140.00
14	W-F	09/12-09/14	7P-730P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
15	F,M	09/07-09/10	730P-8P	FAMILY FEUD	.30	\$70.00	2	1	2	\$140.00
16	SA	09/15-09/15	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
17	M	09/10-09/10	10P-11P	CASTLE	.30	\$640.00	1	1	1	\$640.00
18	W	09/12-09/12	10P-11P	FINAL WITNESS	.30	\$675.00	1	1	1	\$675.00
19	W-F	09/12-09/14	6P-630P	NEWS	.30	\$90.00	3	1	3	\$270.00

---REPORT TOTALS---
 Report Totals. 31 / \$2,640.00

---SALES MONTHLY TOTALS---
 Sep 12. 31 / \$2,640.00
 Sales Totals. 31 / \$2,640.00
 Station Totals. 31 / \$2,640.00
 Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---
 Market Totals \$37,714
 CABL 0% UNKN 0% WBFX 0% WCMG 0% WFLY 28%
 WGHP 26% WRITV 0% WUPN 0% WXII 39% WXLV 7%

Books null
 Demos RA35+

CK * 53231
 1714/25
 1040

Rep Order# 9808454 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 08/30/2012 10:10 AM
Last Received: 08/30/2012 9:59 AM
Showing Buylines: All Lines

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCRORY FOR GOV
Estimate# 907916
Buyer PATRICIA DOME
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/907916
Flight Dates 09/05/2012 - 09/16/2012
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